

FAA Forecast Conference

**... General Aviation Pilot
and Promotional Programs**



**Phil Boyer
AOPA President.**

Aviation 2000



Identifying Pilots

Pilot watches

- ✈ big, flashy
- ✈ lots of dials
- ✈ useful!

**A new one enters
the scene?**

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Ultimate pilot watch

Casio Watch
Almanac
8 channel
200 waypoints
GPS, too!
Price: \$499!.

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Before GPS (in the beginning....)



Aviation was full of excitement, romance
✪ **Wilbur and Orville, Kitty Hawk, NC**
✪ **December 17, 1903**
✪ **KFFA 171430Z 03020G30 2SM ZL 9BKN 2/M5**
A30.12 RMK FRIGGIN' COLD OUT HERE!



Sequence report reads:

KFFA (First Flight Airport) 17th of December, 1430Z (8:30 AM local). Winds 030 at 20 knots, gusts 30. Visibility 2 statute miles with freezing drizzle. Ceiling 900 broken. temperature 2 Celsius, dewpoint minus 5 Celsius. Altimeter 30.12. Remarks: "Friggin' cold out here!"

120 Feet in 12 Seconds.



I told Orville, "FAA should have certified this for a longer test flight!"

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Fresh Records Kept General Aviation Excitement High

First long flight

✈️ 1905: 33 min, 17 sec

First shipboard flight

✈️ 1910: Hampton Roads

First airmail service

✈️ 1918: DCA - JFK

First caterpillar club

✈️ 1922: McCook Field, DAY.



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Technology and Daring-Do Kept GA Alive, Growing

1929: First Atlantic solo

✦ Charles Lindbergh

1930s-40s: Aerial Circuses

✦ Barnstorming

✦ Wingwalking

✦ Aerobatics

1920s-60s: Airline Growth

1941-1945: WW II

1947: Sound Barrier.

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But Today? Where's the Romance?

Pilots Worry About

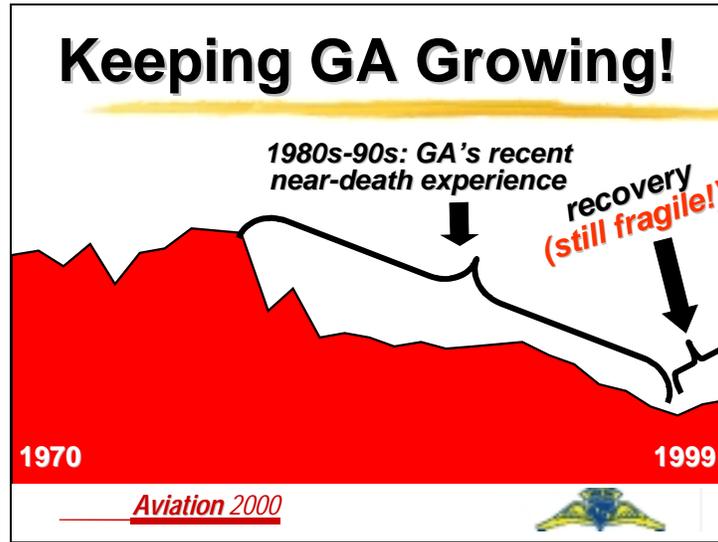
- ✦ Cost of flying
- ✦ Excess regulation
- ✦ GPS/Loran/VOR/ILS
- ✦ WAAS
- ✦ Safety



While the **biggest challenge**
has been (mostly) ignored.

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AOPA Research

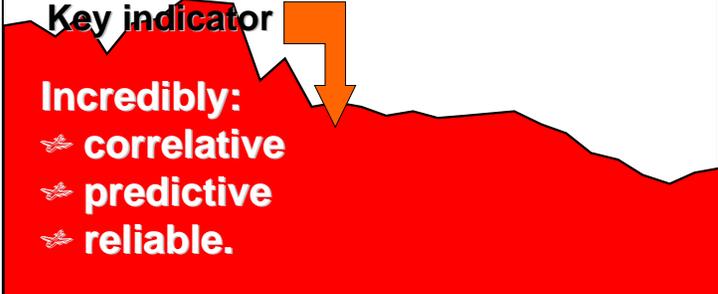
Indicators of industry health

Key indicator 

Incredibly:

- ✧ **correlative**
- ✧ **predictive**
- ✧ **reliable.**

Aviation 2000 



Factor X

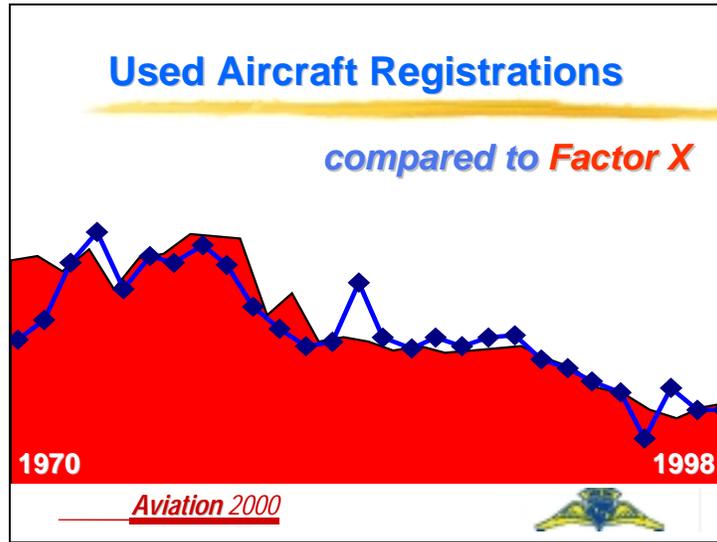
Indicators of health
Key indicator

Incredibly:
correlative
predictive
reliable

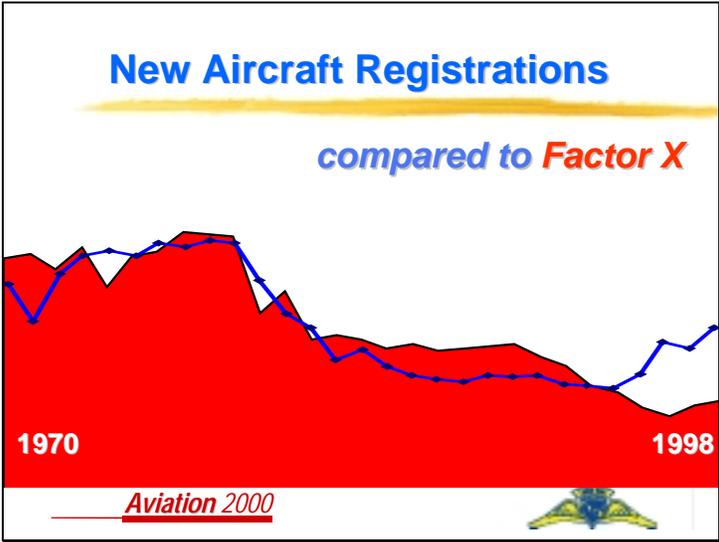
Aviation 2000

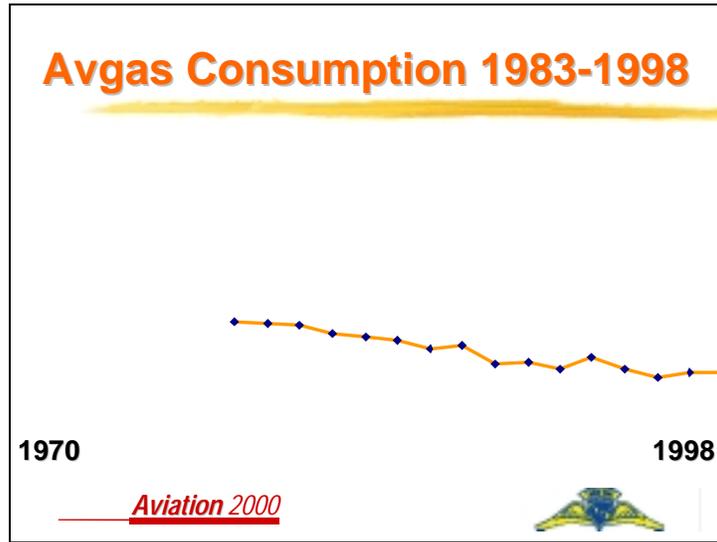
The slide features a red area chart with a jagged top edge. A large orange arrow points downwards from the text 'Key indicator' to the chart. A man in a white shirt and tie is pointing at the chart with a black pointer, and a woman in a purple suit stands next to him. The text 'Factor X' is at the top in large red letters. Below it, 'Indicators of health' and 'Key indicator' are written in black. The phrase 'Incredibly: correlative predictive reliable' is written in white on the red background of the chart. At the bottom left, 'Aviation 2000' is written in red italics.

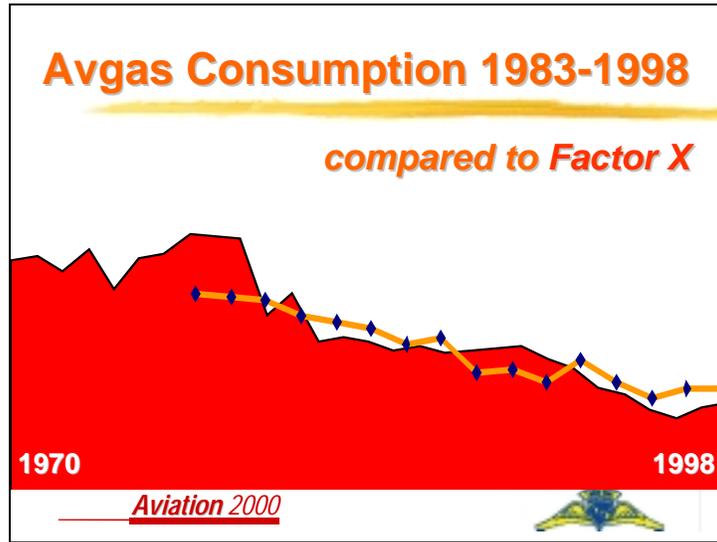


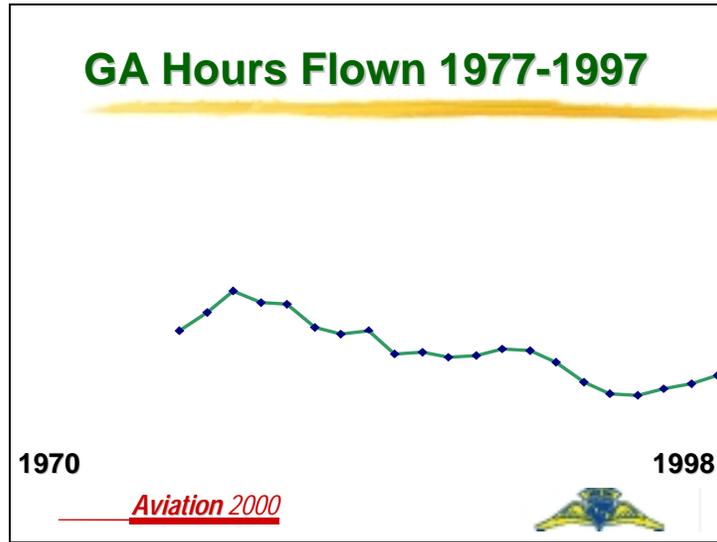


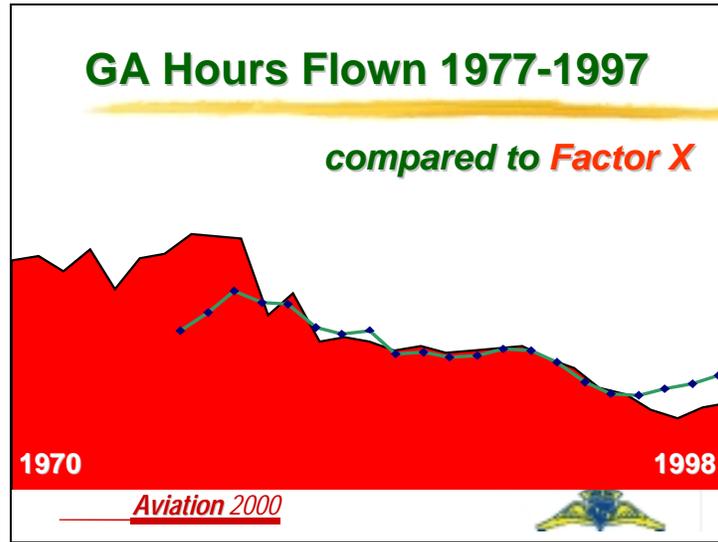




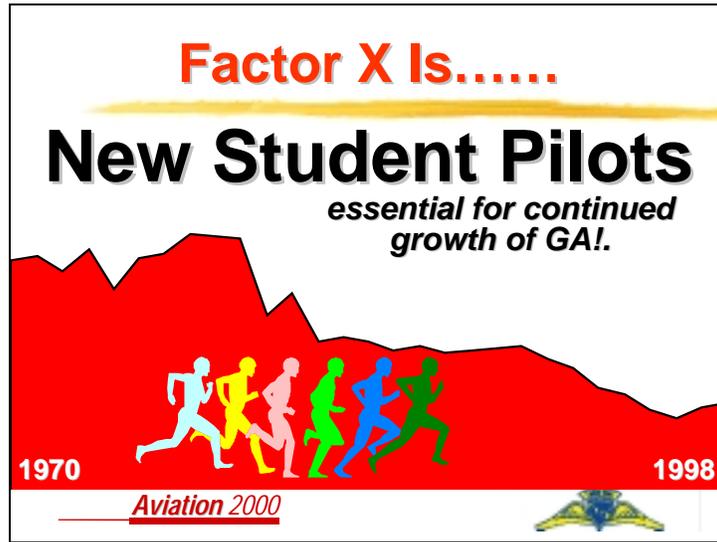




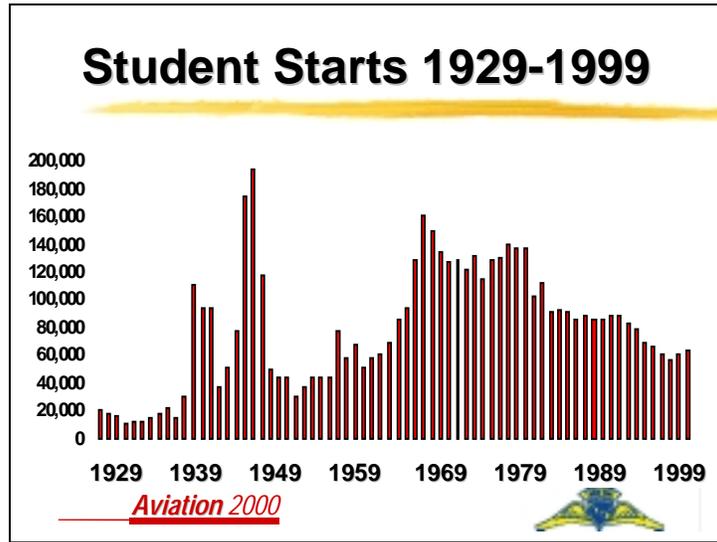




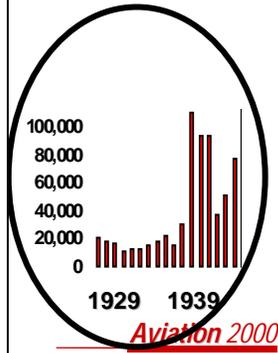








Student Starts 1929-1945



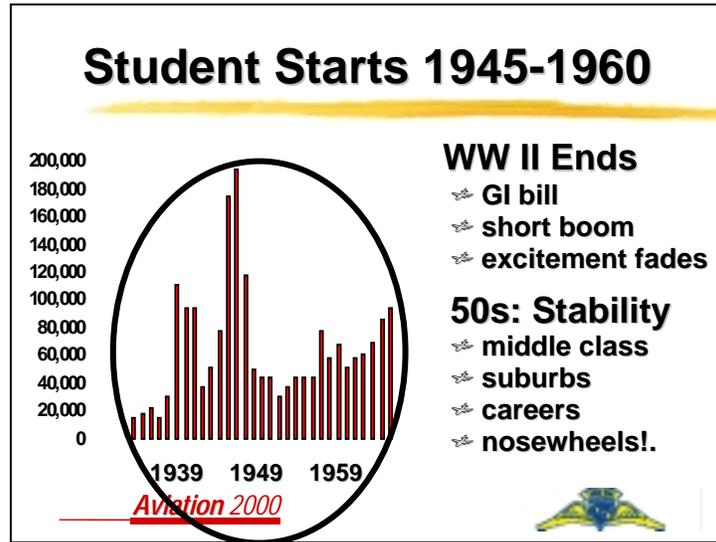
Early enthusiasm

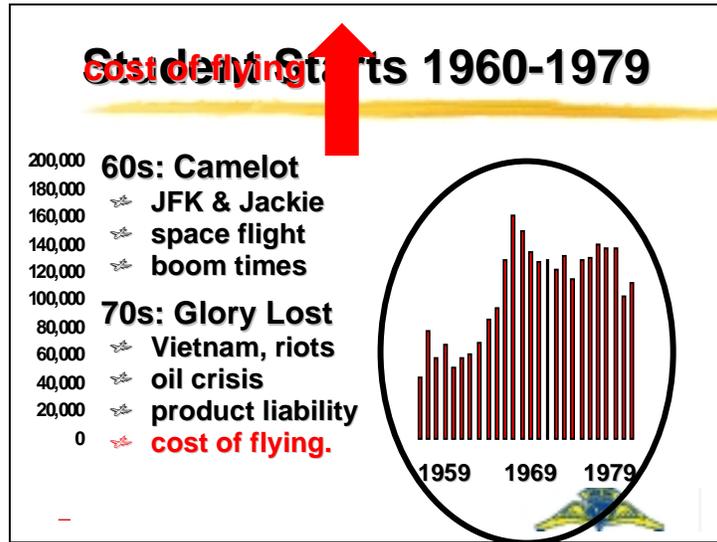
- ✦ roaring 20's
- ✦ crash of 1929
- ✦ slow recovery

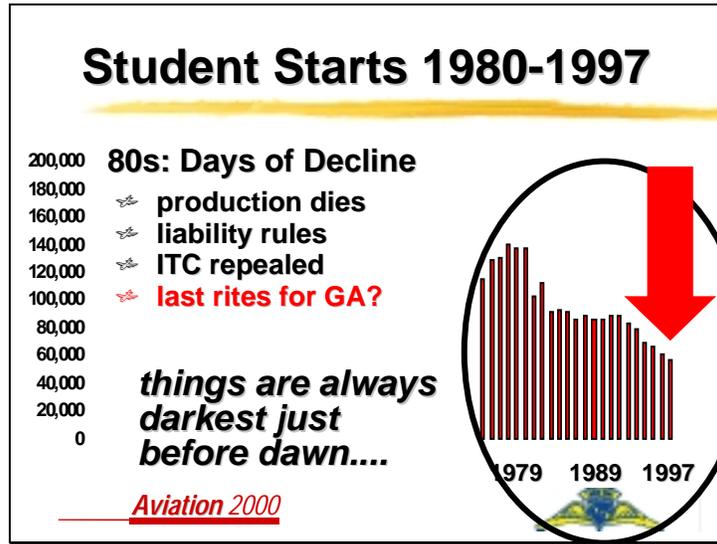
World War II

- ✦ better airplanes
- ✦ mission
- ✦ romance!









**First Break in the Overcast:
1994: Liability Reform**



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1996: GA Pulls Together

BE A PILOT (GA TEAM 2000)

- ✦ March 1996
- ✦ 100+ founders
- ✦ unified support

Common goal:

*“... revitalize GA (with)
new student pilots ...”*



STOP DREAMING. START FLYING.™

BE A PILOT.™

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Who Are New Pilots?



Research 1994-95

- ✦ Needle in Haystack
- ✦ Higher income
- ✦ Interested?

10.5% said "Yes!"

- ✦ 7.1% men
- ✦ 3.4% women.

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Potential Students



1,200,000

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Common Misconceptions

Learning to fly

- “takes years” (33%)
- “only rich people” (33%+)
- “airplane rental totally unaffordable” (70%).



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Reasons for Learning



Pure enjoyment

Personal travel

Career? Ages

✦ 18-30 - 57%

✦ 31-40 - 12%

✦ 40+ - <1%

Careers now taking off!

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Pilot Shortage!

**1999: 15,747
pilots hired**

***Just try to book
a flying lesson!!***

**We need pilots
real bad! (*Not
real bad pilots*)**

A cartoon illustration of a brown bull with horns, wearing a pilot's cap and goggles. The bull is holding a yellow speech bubble that points to the text on the left. The text on the bull's chest reads "Expansion Air, Inc".

Expansion
Air, Inc

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A small, stylized icon of a blue and white airplane in flight, positioned at the bottom right of the slide content.

Darby estimates 12,500 hired in 1999.

All Appeal to Romance!



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Most Effective Messages

License in 6 months
Traveling
Family/friends
Rent \$60/hour
Find a mentor
Weekend adventures!.



Aviation 2000

All Point to \$35 Coupon

**Intro flight
\$35 incentive
Widely accepted
Easy to get:**

- ✦ 888-BE-A-PILOT
- ✦ www.beapilot.com
(print out or mail)
- ✦ other programs.



\$35 INTRODUCTORY FLIGHT

Eager Student
951 Chestnutwood Way
Harpers Ferry, WV 25425
3016952131
Certificate No. 946754957



Latest :30 BE A PILOT spot (with airplane)

Multi-Pronged Attack

Cable TV



- ✦ :30 spots
- ✦ cost-effective
- ✦ cable channels provide best prospects

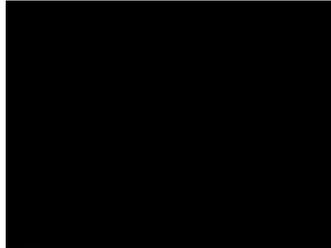
Targeted medium by special interest ...

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New TV Commercials

2 - 15 seconds



- ✦ 6 different messages
- ✦ “Flying for fun”
- ✦ “Career / Business”
- ✦ Paired to form :30.

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Most Effective Cable

- 1. Discovery Sunday**
(Discovery Channel).
- 2. Extreme Machines**
(Learning Channel)
- 3. Weekend Wings**
(Discovery Channel)
- 4. War in the Skies**
(Learning Channel)
- 5. On the Inside**
(Discovery Channel)



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Multi-Pronged Attack

Magazine ads

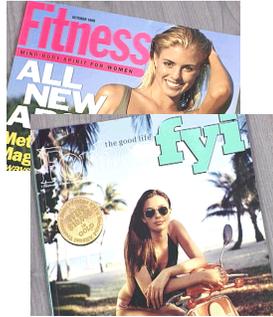
- ✦ aviation pubs
- ✦ all donated
- ✦ all point to 888 number, Web.



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Multi-Pronged Attack



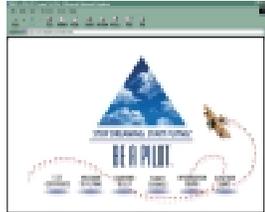
Free Publicity *(the best kind!)*

- ✦ Forbes Magazine
- ✦ Fitness
- ✦ Sports Afield
- ✦ Persona
- ✦ Many newspapers all across country.

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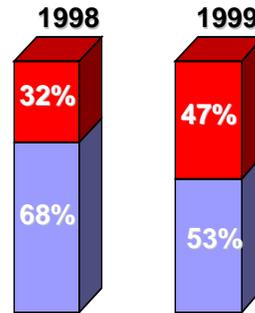
Multi-Pronged Attack



World Wide Web
www.beapilot.com

Percent of Responses

www.beapilot.com 
1-888-BE A PILOT 



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Multi-Pronged Attack

Live Outreach

- ✦ National Air and Space Museum
- ✦ Weekends
- ✦ Vivid display, ample coupons
- ✦ >75,000 in 1999!



Aviation 2000



1,600 Flight Schools

Among the more successful....

Cardinal Wings

Louisville, KY

- ✦ more certificates than any other
- ✦ founded 1992, one leased aircraft
- ✦ now 23 aircraft, 4,000 customers



Jamestown Flight Center

Williamsburg, VA

- ✦ credits BE A PILOT for 150% increase in business.



Aviation 2000



1,600 Flight Schools

Other unsolicited testimonials....

“So far, the BE A PILOT site has provided more feedback for us than any other advertising method. Thanks!”

Northside Aviation
Slidell, LA

“This latest ad campaign has been very effective. This is the third student to come for an intro flight this week!”

Redwoods Flying Club
Eureka, CA.

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1999: Energetic Outreach



30,000+ fresh leads!

More Radio, TV

- ✦ **Radio: Washington, Boston, Chicago**
- ✦ **TV: Philadelphia, Tucson, San Diego, Harrisburg, Houston, Los Angeles, Syracuse and more!**

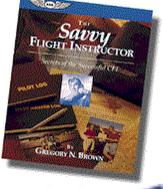
AOL New Pilot Forum

- ✦ **New pilot q's answered by experienced CFIs.**

Aviation 2000



1999: Energetic Outreach



Marketing materials

- ✦ Marketing manual
- ✦ Savvy Flight Instructor
- ✦ *Wish You Were Here* promotion postcards

\$1.8 million in support

- ✦ aviation companies
- ✦ associations, publications
- ✦ virtually all segments!

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Wish You Were Here postcards available for 10 cents each in quantities of 50 or more.

Other Programs

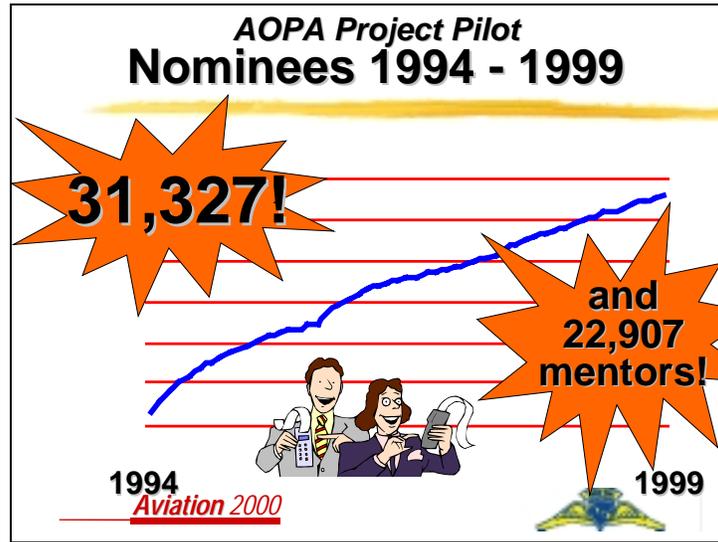
AOPA Project Pilot

- ✦ AOPA members
- ✦ find, encourage
- ✦ time, financial ability
- ✦ mentor!



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Other Programs



EAA Young Eagles

- ✦ 8-17 year olds
- ✦ goal of one million youth rides by 2003
- ✦ EAA chapters and affiliated organizations



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Other Programs

EAA Young Eagles

✈️ 470,000 rides to date



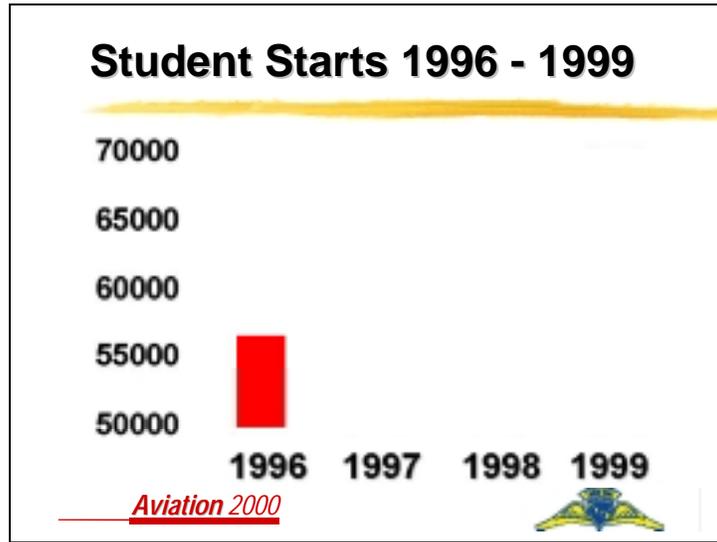
Aviation 2000

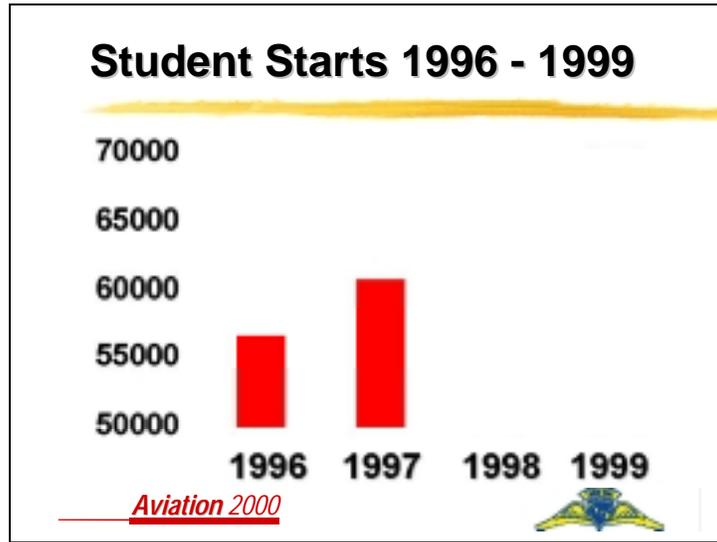
FAA Forecast Conference

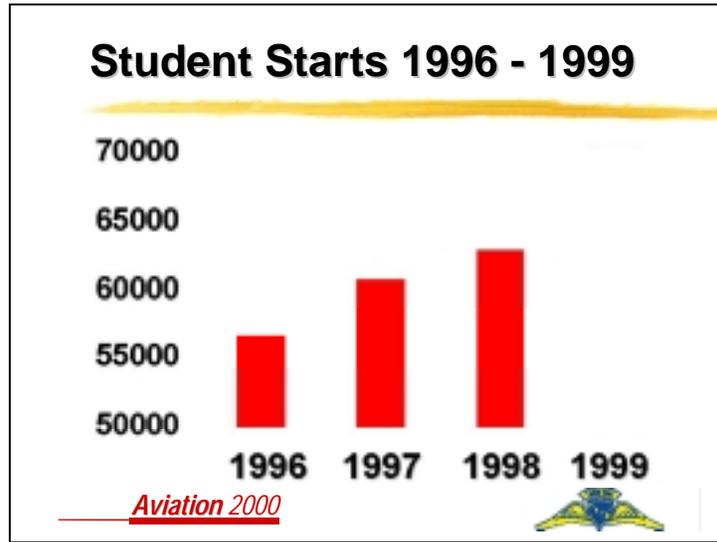
**How does
all this
track?**

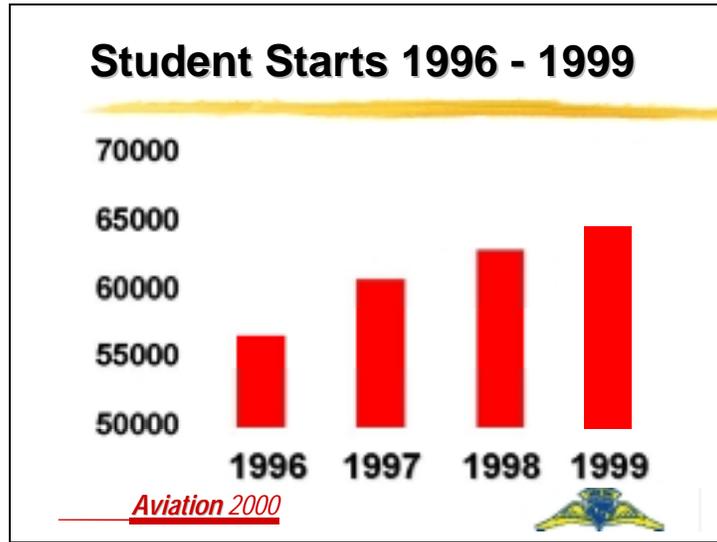
Aviation 2000

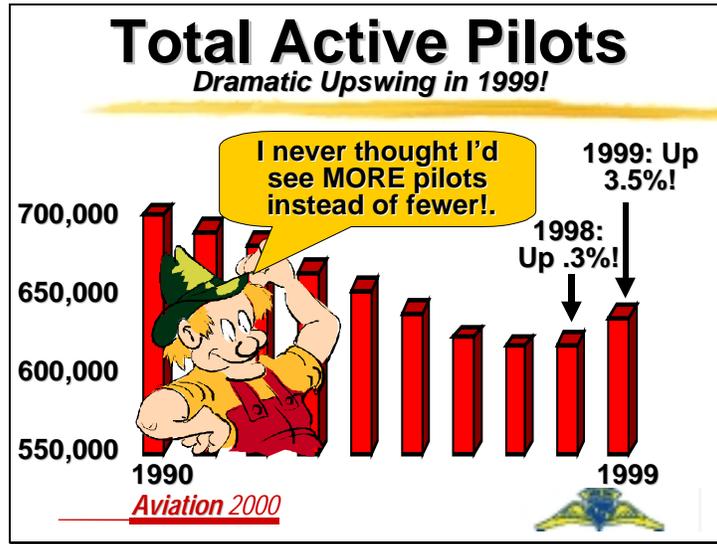














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**... General Aviation Pilot
and Promotional Programs**

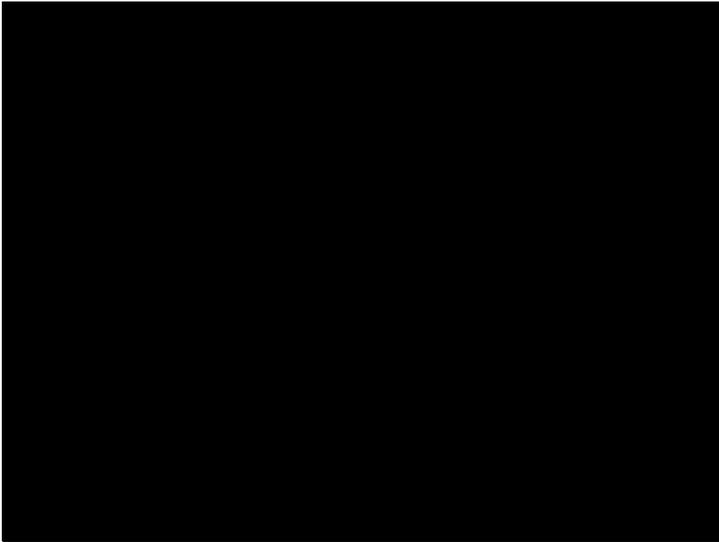


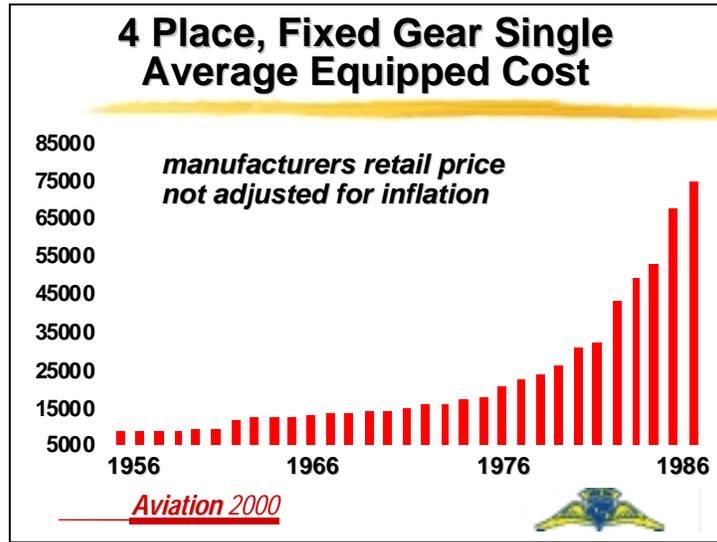
**Phil Boyer
AOPA President.**

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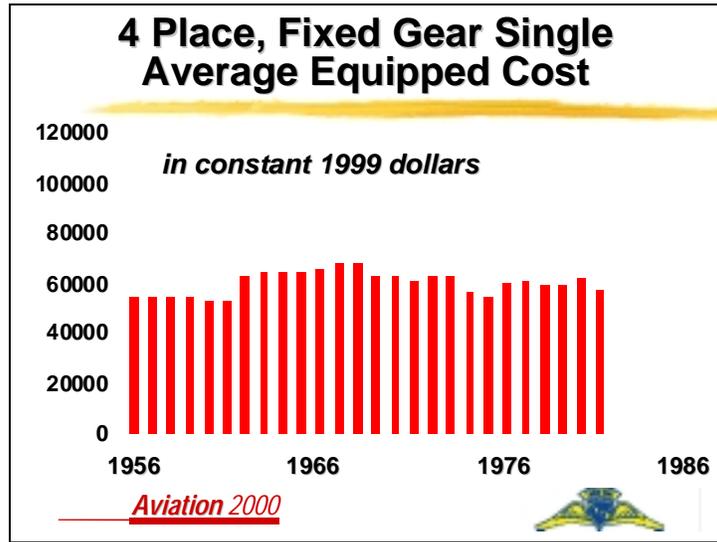


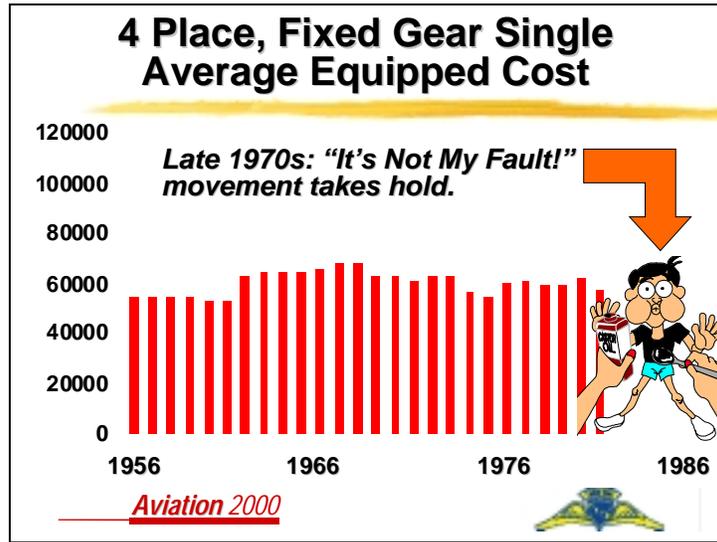
Slide 61





Figures are for new price of Cessna 172 for each model year, with average equipment.... but prices for Piper products track very closely. I didn't want to look like we were beating up on Cessna.







Video of British female student who came to US to get training despite our rising costs, because it's still so much less expensive here than in Europe.